Keynote Speech

Nine Steps to Attract More Customers

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Beyond the Sidewalk

Ontario, OR

I. Introduction

A. Enjoying the rural Lifestyle
B. Generally little business background
C. Better business on the farm means more enjoyment of the lifestyle
D. Urban business ideas can be adapted
   1. Defining the extent of your business
      a. From paying for their feed
      b. or supporting the family

II. Attracting More Customers

A. What is the nature of your business
   1. Most people tell me what they raise, grow or produce.
   2. Your income comes from your customers, they are your business
   3. How much time do you spend finding and attracting customers
   4. Make marketing s priority
B. Tell your customer why he’s better off doing business with you
   1. Most people talk in seller ego language
   2. You must translate into buyer ego language
C. Understand your customer
   1. Know what’s important to him
   2. Know what he longs for, his needs, his problems, his frustrations
D. Have an ‘elevator’ speech
   1. A short paragraph about what your business does for your customers
   2. Make it so compelling he’ll say “Yes, I need that!”
Here’s mine: “90% of farm and craft businesses fail but you don’t have to be one of them! I’ll show you how to plan for success, catch more customers, and what to do with them once caught!”

E. Bundle your products and services
   1. Quest gives you phone, high speed internet and cable
   2. With animals, make it a family group
   3. With products, find a grouping that makes sense to your customer
   4. With food and produce, provide a package a week of edibles
   5. Your customer will be happier and you’ll sell more

F. Stay in touch
   1. Newsletters
   2. Touching base’ cards
   3. Phone calls and emails

G. You must put yourself out there (shy doesn’t cut it)

H. Have a marketing plan
   1. Categories are internal events/ external events, media, R & D, Service and Hospitality
   2. Who’s in charge, what’s the deadline, contact info and notes

I. Automate
   1. Develop systems and delegate
   2. Calendar repealing events (like chamber of commerce)
   3. Outsource when budget and time allow
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